

APPENDICES

Appendix-A:
Telephone & Online Surveys

Appendix-B:
Community Workshop

Appendix-C:
Facilities Cost & Service Models

DRAFT

APPENDIX-A: TELEPHONE & ONLINE SURVEYS

**The City of Alameda, Gates + Associates,
and The Sports Management Group:
Perceptions in 2011 About Alameda's
Recreation and Park System**

March 29, 2011

*Synopsis of Results, Graphic Summary,
and Text of Responses to Open-Ended Questions*
(with text of questionnaire)

Prepared by:

Strategic Research Associates

Contact: Steven Dean
25 W. Cataldo Ave., Suite D
Spokane, WA 99201
(509) 324-6960



Contents of this Report

Synopsis:

Research Objectives	Page 1
Executive Review of Primary Findings	Pages 2 to 3
How the Survey was Conducted	Pages 4 to 7
Synopsis of Results	Pages 8 to 16

Graphic Summary:

Summary of Respondent Background Characteristics (<i>Graphic Summary Preface</i>)	Figures 1 to 2
Overall Frequency of Alameda Park System Use (<i>Graphic Summary Section One</i>)	Figures 3 to 7
Perceptions about Alameda's Existing Recreation and Park System (<i>Graphic Summary Section Two</i>)	Figures 8 to 17
Desirability of Specific Recreation and Park Improvement Options (<i>Graphic Summary Section Three</i>)	Figures 18 to 29
Recommendations about Alameda Point (<i>Graphic Summary Section Four</i>)	Figures 30 to 36
Interest in Activities Related to Community Gardens (<i>Graphic Summary Section Five</i>)	Figures 37 to 42
Respondent Background Characteristics (<i>Graphic Summary Addendum</i>)	Figures 43 to 47

Appendices:

Verbatim Responses to Unaided Questions Q3, Q5, Q6, Q9, and Q11
Survey Questionnaire (annotated to show base survey results)

Research Objectives

In late 2010, The Sports Management Group, in conjunction with Gates + Associates and the City of Alameda, California, commissioned Strategic Research Associates to conduct a telephone survey of Alameda residents aged 18 and older. The survey's primary objectives were to explore current perceptions about Alameda's recreation and park system, investigate the desirability of a number of proposed improvements or additions to this system, and measure the willingness of residents to support these changes. Other objectives included exploring preferences about park-related strategy options for Alameda Point and assessing attitudes toward local activities associated with community gardening.

These specific measurement areas are addressed in this report:

- **Overall frequency of Alameda park system use**
- **Perceptions about Alameda's existing recreation and park system**
- **Desirability of specific recreation and park improvement options**
- **Recommendations about Alameda Point**
- **Interest in activities related to community gardens**
- **Differences related to respondent background characteristics**

All reports in this volume are sub-divided by the first five objectives. The last was a general objective applicable within all sections.

Summary, page 1



Executive Review of Primary Findings

The *Executive Review* provides a brief summary of selected survey findings. The *Synopsis of Results* (pages 8 through 16) offers a more thorough summary, while a comprehensive, detailed analysis is given in this volume's *Graphic Summary*.

- **Overall frequency of Alameda park system use**

Among the 400 respondents, nearly nine in ten (87%) had recently visited Alameda's public shoreline or other natural areas; 84%, a city park; 79%, a city walking and jogging trail; 51%, a city playground; and 50%, a city picnic area. Slightly fewer (42%) had been to any of the city's public athletic fields. Visiting rates to other park locations were lower. Approximately half (49%) said they were currently visiting Alameda recreation and park facilities "four or more times a month," while one-quarter (24%) reported "two or three times a month." Younger to middle-aged respondents, those with children aged 17 or younger, and the more affluent were more likely than others to be frequent visitors.

- **Perceptions about Alameda's existing recreation and park system**

Asked to describe a good community park system, 36% cited factors (like maintenance, well-maintained restrooms, or cleanliness) related to aesthetics; 28%, to natural open space, trails, or beach areas; 18%, to play areas appropriate for children; 18%, to park and facility accessibility; and 11%, to the presence of athletic fields or courts. Respondents tended to favorably rate Alameda's recreation and park system, with 74% judging its overall quality as above expectations (including 38% who rated it well-above). (The system's safety and maintenance received slightly lower but still favorable assessments.) Asked to identify, unaided, the characteristic liked most about Alameda's recreation and park system, the most frequently cited responses included system accessibility, abundance of city parks, the parks' seemingly well-maintained state, the variety of activities or facilities, the inclusion of natural open space, and the parks' and facilities' cleanliness. Asked to recommend, unaided, the one most desirable physical improvement, respondents failed to produce any consensus set of recommendations – a favorable result, since no serious problem areas were identified. The most frequently mentioned answers (all cited by less than 10%) included maintaining landscaping, more walking or biking trails, more emphasis on maintaining bathrooms, and additional swimming pools.

- **Desirability of specific recreation and park improvement options**

Respondents were asked to rate their level of interest in each of 15 park system improvement options and then to indicate if they would "favor," "be neutral to," or "oppose" additional funding for each. Among the 15, the improvements generating the most favorable interest ratings – creating natural open space, expanding the city's walking and jogging trail system, providing an indoor aquatic center, and creating community gardens in public parks – were also the most likely to be favored for additional funding. (Among these four, creating natural open space and expanding the trail system produced the best results.) A second set of four options – for a new multi-use community center, a performing arts center, additional children's play areas, and a sports complex with night lighting – received moderately favorable assessments (relative to all the improvements tested).

Summary, page 2



Strategic Research
ASSOCIATES

Executive Review of Primary Findings (cont.)

The respondents most drawn to open-space-related improvements tended to be frequent park users and more affluent, while those interested in recreation-based community facility improvements were more likely to be female, middle-aged, and with children. Those attracted to improvements related to competitive or team sports improvements were more likely to be younger and with children.

In general, middle-aged respondents, parents, the more affluent, and those visiting Alameda recreation and park facilities at least four times a month all exhibited a higher propensity than others to support additional funding options.

- **Recommendations about Alameda Point**

Respondents were asked to judge the level of priority the city should give to each of five park development strategies for Alameda Point. Slightly over half said they would recommend “high priority” be given to open space and nature areas and to a waterfront promenade and park along the Seaplane Lagoon. Slightly fewer (between 42% and 46%) suggested the same for an indoor aquatic center and for offering opportunities for growing food, such as community gardens and urban farms. Only 26% said “high priority” should be granted to a sports complex with soccer, softball, and baseball fields to hold major tournaments.

- **Interest in activities related to community gardens**

Forty-three percent (43%) claimed to grow some type of food in an at-home garden. Asked to indicate (from a list) which community garden activities would be of “definite interest,” 47% said “yes” to participating in a community gardening activity; 44%, to working with children in a community garden; 41%, to helping decide what to plant in a garden; 36%, to receiving composting information; 36%, to receiving guidance on how to cook what one grows; and 25%, to taking classes on how to sell home-grown food. Among those growing food either at home or in a community garden, 15% said they would be interested in selling it; the least affluent displayed the most enthusiasm about the idea.

How the Survey was Conducted

● A telephone survey with 400 completed interviews

- The population of interest was defined to include adults aged 18 and older, currently living within the boundary of the City of Alameda (in zip codes 94501 and 94502). Interviews with those living outside the city boundary or indicating having lived in Alameda less than six months were politely terminated.
- Interviewing was conducted between February 17 and March 12, 2011.
- Households were randomly selected using a form of random digit dialing. (Residential prefix numbers known to cover the area within zip codes 94501 and 94502 were attached to randomly generated suffix numbers.) This provided coverage of both listed and unlisted landline numbers. In order to randomly obtain one adult in each household, interviewers asked to speak to the household occupant aged 18 or older with the most recent birthday. Only one person in each household was interviewed.
- Weighting of data
 - Because probability of selection of one adult within a household varies with the number of adult occupants residing in that household, base weights were applied to adjust for this. (The probability of within-household selection equals the reciprocal of the number of adult household occupants.)
 - To correct for sample imbalances, especially under-representation of those aged 18 to 34, (poststratification) weights were also applied to force sample gender-by-age proportions to match those for all adults living in the targeted area. All results described in the volume (except those for Figure 2 in the *Graphic Summary*) were generated from weighted data. This procedure ensured that no age or gender group would be over- or under-represented and also helped minimize sample-versus-population discrepancies for other demographic background variables (like parental status). The weighting procedure is described below.
- Most interviews were conducted between 4PM and 9PM on weekdays and between 10AM and 5PM on weekends. A few interviews were administered during weekday daytime hours to contact those difficult to reach in the evening. Professionally trained and supervised employees of SRA, working from the company's Spokane office, conducted all interviewing. The computer-aided workstations used by interviewers for this survey allowed randomization and rotation of question order, reducing potential biases. A significant proportion of interviews were monitored on-line to verify for courtesy and completeness of interviewing, and one in ten respondents were re-interviewed to confirm interviewer professionalism.
- To reach a qualified contact, interviewers were allowed up to four call attempts per targeted telephone number.

How the Survey was Conducted (cont.)

● The questionnaire

The questionnaire script included 74 questions, 6 of which were unaided (requiring respondents to answer in their own words rather than to choose among a list of options). With only one minor skip pattern included in the script, respondents were required to answer all but one question. The average interview took between 14 and 15 minutes to complete.

● Precision of estimates (for a weighted sample of 400)

With weighting, the survey's precision was slightly reduced (with margins-of-error being widened by the factor of roughly 1.15):

- At 95% confidence: $\pm 5.7\%$
- At 90% confidence: $\pm 4.8\%$
- Margins of error for sub-groups (for example, females or those aged 18 to 34) are less precise.

● Presentation of results

- This volume is divided into sections. The presentation includes, in order, *Contents of this Report*, *Research Objectives*, *Executive Review of Primary Findings*, *How the Survey was Conducted*, *Synopsis of Results*, and *Graphic Summary*. Appendices include a *Verbatim Responses* section listing word-for-word responses to all unaided survey questions and a *Questionnaire* section displaying an annotated copy of the questionnaire with baseline results.

The *Synopsis* provides an overview of results, while the *Graphic Summary* contains a comprehensive analysis using a chart-based format. The *Executive Review* offers a capsule briefing. A companion volume of crosstabulated results augments the presentation in this volume.

- Regarding the charts displayed in this volume:
 - Responses to unaided questions were categorized and coded, with the coded results included in quantitative summaries.
 - All percentages are shown rounded to integer digits to enhance ease of review and interpretation. Because of this rounding, totals may not always seem to sum to 100%, but displayed values are nevertheless correct. Chart bar lengths reflect exact (unrounded) values, which is why two bars marked with the same value may sometimes vary slightly in length. Chart labels shown in uppercase identify a list of response options to a single question (or a list of background category measurements), while those in lowercase identify a set of different survey questions, the results for which are to be compared.



How the Survey was Conducted (cont.)

- Appropriate inferential statistical tests were sometimes conducted to determine whether chance could be excluded from the list of possible causes of differences or associations in the sample data. For statistical tests, a probability level of .05 was used as the criterion to determine a statistically significant result. (The term “marginally significant” is sometimes used to refer to a result significant at the .10 level.) All tests were conducted using statistical procedures designed for weighted data. Statistically significant results are noted in the summaries and chart annotations.

● The sample versus target population

Base weights were applied first to the data to compensate for unequal probability of within-household selection of one adult. (These weights were a function of the reciprocal of the number of adults in a household, but truncated to reduce the negative effect of the weighting on margin-of-error.) To correct for sample-versus-population imbalances (especially significant under-sampling of younger adults), an additional set of weights (termed poststratification weights) was applied to force sample gender-by-age proportions to match the target population's. Each individual in the sample was assigned a weight representing the relative contribution that individual's data would make to final overall results. This procedure ensured that no age or gender group would be over- or under-represented and also helped to diminish sample-versus-population discrepancies for measurements like parental status. Table 1 lists population targets, unweighted and weighted sample compositions, and the weights employed.

Table 1
Target Percentages and Compositions of Unweighted and Weighted Samples*

Category	Population Targets	Sample Composition After Base Weighting	Sample Composition After Poststratification Weighting	Poststratification Weights
Males 18 to 34	14.3%	6.1%	14.3%	2.343
Males 35 to 54	21.1%	19.5%	21.1%	1.084
Males 55+	12.0%	17.8%	12.0%	0.675
Females 18 to 34	14.3%	5.6%	14.3%	2.529
Females 35 to 54	22.4%	30.5%	22.4%	0.734
Females 55+	15.9%	20.5%	15.9%	0.774
Total	100.0%	100.0%	100.0%	

* Population targets are from 2000 Census data; the target area including zip codes 94501 and 94502. Weights were calculated using unrounded values. The total sample size of 400 was unchanged by weighting.

How the Survey was Conducted (cont.)

Figures 1 and 2 in the *Graphic Summary Preface* (“*Summary of Respondent Background Characteristics*”) provide summary background category information, listing percent-of-total outcomes for categories representing gender, age, parental status, household income, location of residence, and frequency of park system use (a behavioral measurement). (Figure 2 shows the original unweighted sub-sample results.) Figures 43 to 47 in the *Graphic Summary Addendum* (“*Respondent Background Characteristics*”) provide additional details.



Synopsis of Results

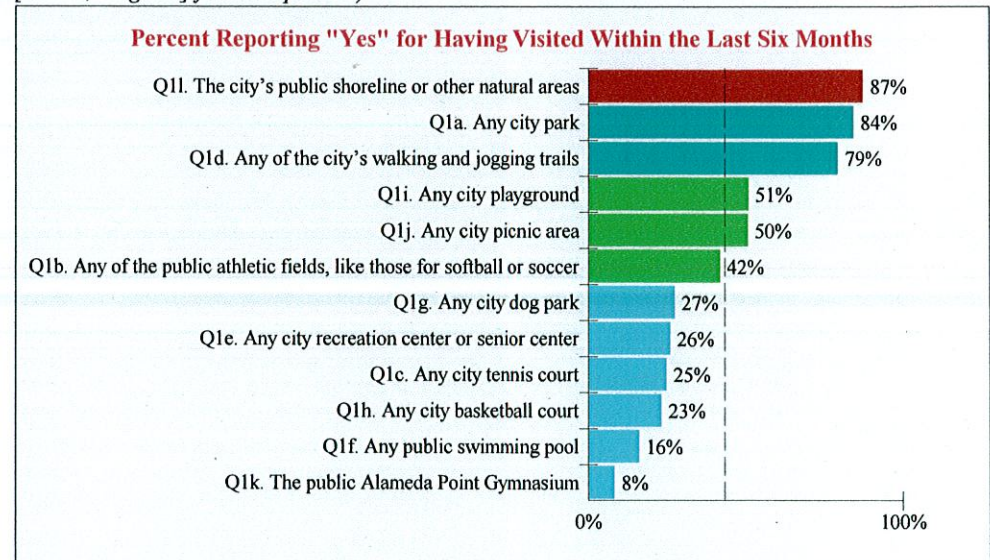
● Overall frequency of Alameda park system use (Figures 3 through 7 in *Graphic Summary Section One*)

- **Recent Use of Alameda Recreation and Park Facilities:** Respondents were asked to identify, among the 12 locations listed at Figure 1-S, those they had visited within the last six months. The percentages having visited the identified locations are shown in the figure, with bars color-coded to indicate degrees of distance above or below the dashed line (the average outcome). This was observed:
 - **Well above-average visiting rate (burgundy and turquoise):** Nearly nine in ten (87%) reported having recently visiting Alameda's public shoreline or other natural areas; 84%, a city park; and 79%, a city walking and jogging trail. These visiting rates were significantly higher than others.
 - **Average visiting rates (green):** About half reported visiting a city playground (51%) or a city picnic area (50%). Slightly fewer (42%) had been to any of the city's public athletic fields.
 - **Below-average visiting rates (blue):** About one in four claimed a visit to a city dog park (27%), city recreation center or senior center (26%), a city tennis court (25%), or a city basketball court (23%). Significantly fewer had visited a city pool (16%) or the Alameda Point Gymnasium (8%).
- **Frequency of Visiting Alameda Recreation and Park Facilities:** Approximately half (49%) said they were currently visiting Alameda park facilities "four or more times a month," while one-quarter (24%) reported "two or three times a month," and 24%, a lower rate. Three percent (3%) had not visited any Alameda park facility within the last six months.

Frequency of visiting varied significantly by age, parental status, and household income:

 - **Age:** On average, younger to middle-aged respondents (aged 18 to 34) were 1.4 times more likely than those aged 55 and older to report visiting "four or more times a month."

Figure 1-S: Recent Use of Alameda Recreation and Park System Facilities (Total sample [n=400, weighted] for each question)



Synopsis of Results (cont.)

- **Parental status:** Parents with children aged 12 or younger were more likely than others to visit frequently. (Among this group of 113, 58% reported visits “four or more times a month.”) Percentages for those with teenage children aged 13 to 17 (49%) and those without any children (46%) were not meaningfully different.
- **Household income:** Those in the most affluent income category (\$120,000 or more annually) were 1.8 times more likely than those in the least affluent one to report a high visiting frequency.

Among those averaging four or more monthly visits, 97% said they had been to the city's public shoreline or another natural areas; 92%, to a city park; and 90%, to a city trail. Between five and six in ten had visited one of the city's picnic areas, playgrounds, or athletic fields. Between three and four in ten had visited one of the city's dog parks, tennis courts, or basketball courts.

Detailed findings and additional results can be found in *Graphic Summary Section One (“Overall Frequency of Alameda Park System Use”)*. Section Addendum Figure 7 lists by-location visiting rates for gender, age, and parental status categories.

- **Perceptions about Alameda’s existing recreation and park system** (Figures 8 through 17 in *Graphic Summary Section Two*)
 - **Perceptions about what a good community park system should have:** Respondents were asked to describe, unaided, the factors contributing to a good community park system. One in four (24%) cited the cleanliness of facilities; 18%, that they are well-maintained; 18%, the presence of natural open-space; 17%, the park system's overall safety; and 14%, its accessibility. This was also observed:
 - **Aesthetics:** Thirty-six percent (36%) cited factors – maintenance, well-maintained restrooms, or cleanliness – related to the general attractiveness of parks.
 - **Natural spaces:** Three in ten (28%) said natural open space, beach areas, or trails were attributes of a good park system.
 - **Children:** Among 18%, children's areas – children's play areas or family-friendly areas – were important characteristics.
 - **Accessibility:** Eighteen percent (18%) cited accessible facilities or convenient parking.
 - **Athletic fields or courts:** One in ten (11%) cited tennis courts, basketball courts, a sports complex, baseball fields, or soccer fields.

Frequent park visitors were more likely to cite good maintenance, well-maintained restrooms, accessibility, and availability of a sports complex as characteristics of a good park system, while less frequent ones – tending to be older than their frequent visiting counterparts – were more likely to note safety and availability of natural areas.

Synopsis of Results (cont.)

- **Overall Perceptions About Alameda recreation and park facilities:** Respondents, asked to judge Alameda's current park system against what they would expect from a city the size of Alameda, produced the relatively favorable rating distributions shown in Table 2.

Table 2
Rating Distributions for Comparisons of the Alameda Recreation and Park System to Expectations

Rating Option	Overall Quality of Alameda City Recreation and Park (n=400)		Safety of Alameda City Parks (n=400)		Maintenance of Alameda City Recreation and Park Facilities (n=400)	
Much better than average	38%	74%	34%	67%	29%	63%
Slightly better than average	37%		33%		34%	
Average	18%	18%	22%	22%	26%	26%
Slightly worse than average	4%	5%	5%	6%	5%	7%
Much worse than average	2%		1%		2%	
Don't know	2%	2%	5%	5%	4%	4%
Total	100%	100%	100%	100%	100%	100%

Each option's sub-totals are listed in blue. Unrounded percentages were used to produce sub-totals and column totals. Unrounded percentages in each column sum to 100%.

Table 2's outcomes show that respondents were slightly more likely to highly rate overall quality than their parks' maintenance or safety. (Nevertheless, all of Table 2's results still appear favorable.) The ratings for safety were marginally better statistically than for maintenance, but the difference was small enough to be of little practical importance.

Frequent park users were more likely than others to report favorable ratings for each of the three measurements. In addition, parents of at least one child aged 17 or younger were statistically more enthusiastic than others about overall quality, and for safety, the average rating for males was significantly higher than for females.

- **The most liked characteristic of Alameda's recreation and park system:** Respondents were asked to identify, unaided, the characteristic liked most about Alameda's recreation and park system. One-quarter (25%) said they appreciated the system's accessibility; 18%, the abundance of city parks; 10%, the parks' seemingly well-maintained state; 9%, the variety of activities or facilities; 8%, the inclusion of natural open space; 8%, the parks' and facilities' cleanliness; 7%, their seeming family-friendliness; and 7%, their safety.

Synopsis of Results (cont.)

Among both more frequent park users and less frequent ones, park system accessibility was most frequently cited as the most valued park system characteristic. (This was top-of-mind for 25% within each group.) Response percentages for other categorizations were relatively similar between groups, with one exception. Twenty-two percent (22%) of frequent park users cited the value of an abundance of city parks and facilities, versus 13% for their opposites. (This response was, however, still the second most cited within each group.)

- **The Most Desirable Improvement or Addition:** Asked to name, unaided, the one most desirable physical improvement or addition to the Alameda park system, respondents failed to produce any consensus set of recommendations – a favorable result, since no serious problem areas were identified in their set of responses. Nine percent (9%) wanted more emphasis on maintaining landscaping; 7%, more walking or biking trails; 7%, more emphasis on maintaining bathrooms; 7%, additional swimming pools; 5%, more athletic fields; and 4%, more dog parks. (One-third [33%] did not report an answer.) No important differences were found between the way frequent park users and non-frequent ones responded to the question.

Detailed findings and additional results can be found in *Graphic Summary Section Two* (“Perceptions about Alameda’s Existing Parks”). Verbatim responses to unaided questions Q3 (what makes an exceptional park system), Q5 (the characteristic most liked about Alameda’s park system), and Q6 (the one physical addition or improvement to recommend for Alameda’s park system) are listed in this volume’s appendix.

● **Desirability of specific recreation and park improvement options** (Figures 18 through 29 in *Graphic Summary Section Three*)

- **Reactions to specific recreation and park improvement options:** Respondents were asked to rate (using a three point scale) their degree of interest in each of the 15 park system improvement options listed in Table 3. The table’s second column lists the percentages “very interested” in these options (and table items are rank-ordered on these percentages). As shown, about six in ten were “very interested” in either creating natural open space or expanding the city’s walking and jogging trail system. (Percentages for the two improvements were significantly higher than those for other test items.) About half were “very interested” in two other improvements: providing an indoor aquatic center and creating community gardens in public parks.

A little later in the interview, respondents were asked to indicate whether they would “favor,” “be neutral to,” or “oppose” additional funding to support each of the 15 improvement options. The percentages who would “favor” additional funding are displayed in the third column of Table 3. The results indicate that those tending to report a higher (lower) interest rating for an improvement were more likely to favor (oppose) additional funding to support it. (The rank-order correlation between the two sets of results was very high.) The four improvements generating the highest levels of interest – creating natural open space, expanding the city’s trail system, providing an indoor aquatic center, and creating community gardens – were also those most likely to be favored for additional funding.

Table 3 identifies these four highest performing improvements with a blue coding and a second group – each of which produced a relatively moderate level of enthusiasm – with green.

Synopsis of Results (cont.)

Table 3
Degree of Interest and Propensity to Support Funding for Each of 15 Proposed Park-Related Improvements*

Improvement Options Tested (n=400, weighted, for each option)	Percent Reporting "Very Interested"	Percent Favoring Additional Funding for Option
Create natural open space for wildlife habitat and resident viewing and hiking	60%	60%
Expand and improve the city's walking and jogging trail system	59%	57%
Provide an indoor aquatic center with recreational and lap pools and water play features	53%	47%
Create community gardens in public parks	47%	47%
Provide a new multi-use community center that could include exercise equipment, classrooms, meeting rooms, and art facilities	41%	43%
Provide a performing arts center	39%	42%
Develop additional children's playgrounds and play areas	35%	45%
Build and maintain a new sports complex with night lighting that could include baseball, softball, and soccer fields	32%	37%
Build more gym space for indoor sports like basketball and volleyball	24%	32%
Provide more fenced dog parks	24%	27%
Expand the number of group picnic areas	22%	29%
Build an additional senior center	20%	31%
Provide more soccer fields	16%	27%
Provide more baseball and softball fields	15%	25%
Add more tennis courts	13%	25%

*Items were read to respondents in random order. The two sets of ratings were not collected simultaneously.

Summary, page 12



Strategic Research
ASSOCIATES

Synopsis of Results (cont.)

The seven highest-ranking improvement options in Table 3 – creating natural open space, improving the trail system, providing an indoor aquatic center, creating community gardens in public parks, providing a new multi-use community center, providing a performing arts center, and developing additional children's play areas – generated a favor/oppose split for additional funding significantly better than 50/50. That is, ignoring those “neutral” to each, the “favor” percentage for funding was significantly better than the “oppose” one.

- **Interest in specific recreation and park improvements by visiting rate:** In general, frequent park users and less frequent users each produced rank-orderings of the 15 improvements very similar to Table 3's. However, by an 11 percentage point margin, frequent visitors were significantly more interested in expanding the city's trail system. This was because those most likely to favor the option – tending to be middle-aged, with children, and more affluent – were also more likely than others to be frequent park users. (The option nevertheless was well-received within both groups.) Frequent visitors were also more enthusiastic about fenced dog parks (an improvement tending to generate more interest among younger adults, more likely to be park users than those aged 55 and older).
- **Factors driving interest in recreation and park improvements:** The list below identifies improvements most similar to each other in that they tended to be rated similarly by respondents. The groupings suggest that four motivating factors drive interest in Alameda system improvements:
 - **Interest in open-space-related activities:** Seventy-nine percent (79%) were “very interested” in either natural open space, the trail system, or community gardens. Improvements associated with this factor appealed most to frequent park users and the more affluent.
 - **Interest in recreation-based community facilities:** Seventy-seven percent (77%) were “very interested” in at least one of five related improvements: an indoor aquatic center, a performing arts center, a community center, group picnic areas, or a sports complex. These improvements were most likely to appeal to females, the middle-aged, and parents.
 - **Competitive sports:** Forty-six percent (46%) were “very interested” in either baseball and softball fields, soccer fields, tennis courts, gym space, or a sports complex. Younger respondents and those with children tended to assess these improvements most favorably.
 - **Special interests:** Thirty-six percent (36%) were “very interested” in either a senior center or dog parks. Frequent park users were slightly more likely to favor dog parks, but otherwise no significant background category variations on this factor were found.
- **Propensity to Favor Additional Funding by Background Category:** In general, middle-aged respondents (in this survey the group most likely to have children), parents, the more affluent, and those visiting Alameda recreation and park facilities at least four times a month all exhibited a higher propensity than others to say they would “favor” additional funding for any of the options.

Detailed findings and additional results can be found in *Graphic Summary Section Three (“Desirability of Specific Recreation and Park Improvement Options”)*. Verbatim responses to unaided question Q9 (other recreational amenities to recommend) are listed in this volume's appendix. (Q9's results

Synopsis of Results (cont.)

are not insightful and not described in this *Synopsis*; see Figure 27 for the results.) Section Addendum Figures 28 and 29 show “very interested” and “favor” scores for gender, age, and parental status categories.

- **Recommendations about Alameda Point** (Figures 30 through 36 in *Graphic Summary Section Four*)
 - **Recommendations About Recreational Priorities for Alameda Point:** Respondents were asked to judge the level of priority the city should give to each of five park development strategies for Alameda Point. Should each, they were asked, be given “high,” “medium,” or “low priority”? Table 4 lists, for each strategy option, the percentage recommending it receive “high priority” and the background measurement disagreements associated with it. As the table shows, respondents were most likely to recommend “high” priority be given to open space and nature areas and to a waterfront promenade and park along the Seaplane Lagoon.

Table 4
Rating Outcomes for Five Alameda Point Strategy Options*

Strategy Options	Percent Recommending “High Priority”	Notes on Background Measurement Variations
Open space and nature areas with just hiking trails through them	54%	While this option received relatively strong support, those with children aged 17 or younger and those residing in zip code 94502 were marginally less likely enthusiastic than others. (See <i>Graphic Summary</i> Figure 31 for additional notes on these variations.)
A waterfront promenade and park along the Seaplane Lagoon	53%	Parents (including those with teenaged children) were significantly more likely than others to react favorably, but no other meaningful variations were found.
An indoor aquatic center with recreational and lap pools, and children’s play features	46%	Among those with children aged 17 or younger, 64% recommended an aquatic center receive “high priority.” Females, younger respondents, and more frequent visitors to the Alameda park system were also more likely than others to recommend this strategy.

Summary, page 14



Strategic Research
ASSOCIATES

Synopsis of Results (cont.)

Strategy Options	Percent Recommending “High Priority”	Notes on Background Measurement Variations
Offering opportunities for growing food, such as community gardens and urban farms	42%	Females, those residing in zip code 94501, and more frequent park visitors were statistically more likely than others to favor this option.
A sports complex with soccer, softball, and baseball fields to hold major tournaments	26%	Frequent park visitors were marginally more likely than others to favor a sports complex, but even among this group, only 32% were enthusiastic.

**Items were read to respondents in random order.*

- **The best solution for Alameda Point:** Respondents, asked to recommend, unaided, a single best strategy for Alameda Point, produced a range of suggestions. Among the most frequently cited recommendations, 13% suggested the area be converted into a large park; 13%, that it be commercially developed; 12%, that walking or bike trails be included in it; 11% that natural open space be preserved; 10%, that it be developed for residences; 9%, that it become a nature habitat; 8%, that its waterfront be enhanced; 8%, that it be cleaned up; and 7%, that a sports complex be build.

In total, 28% offered open-space-related recommendations (natural areas, a nature habitat, walking and hiking trails, or campgrounds), while 19% suggested some kind of development (commercial, residential, or hiring a developer). Only 8% cited athletic-field-related uses (a sports complex or athletic fields).

Detailed findings and additional results can be found in *Graphic Summary Section Four (“Recommendations About Alameda Point”)*. Verbatim responses to unaided questions Q11 (the best solution for Alameda Point) are listed in this volume’s appendix.

● **Interest in activities related to community gardens** (Figures 37 through 42 in *Graphic Summary Section Five*)

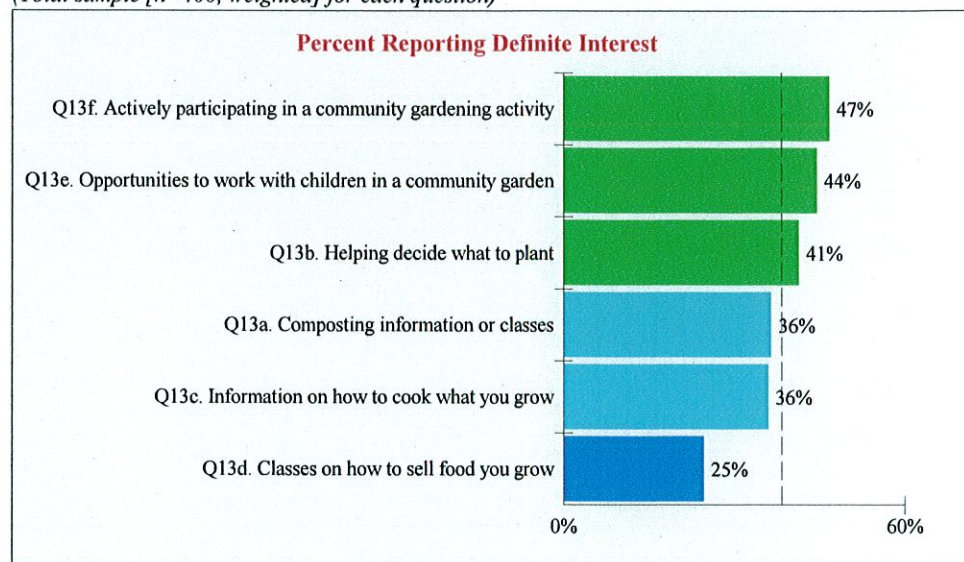
- **Interest in Community-Garden Related Activities:** Forty-three percent (43%) said they currently grow some type of food in an at-home garden. Middle-aged and older respondents, the more affluent, and more frequent park users were significantly more likely than their opposites to report an at-home food garden.

Summary, page 15

Synopsis of Results (cont.)

- **Interest in activities associated with community gardening:** Respondents were asked to reply “yes” or “no” to having “definite interest” in each of the six activities listed in Figure 2-S. The chart displays the “yes” percentage for each, with bars color-coded to show degrees of distance above or below the dashed line (the average outcome). This was observed:
 - **Above-average outcomes (green):** Four in ten or more reported interest in actively participating in a community gardening activity, working with children in a community garden, or helping decide what to plant in a garden. Over half (57%) reported definite interest in at least one of the three options and 30%, in all three.
 - **Below-average outcomes (shades of blue):** Thirty-six percent (36%) were interested in composting information; 36%, in guidance on how to cook what one grows; and 25%, in classes on how to sell home-grown food.
- **Current membership in a community garden:** Ten respondents reported current involvement in a community garden. The locations of their gardens are listed in the *Graphic Summary*’s Figure 40.
- **Interest in selling home- or community-grown food:** Among the 176 respondents growing food either at home or in a community garden, 15% said they would be interested in marketing it. The least affluent exhibited the most enthusiasm and the most affluent, the least, about the idea. Other background measurement associations were not significant.

Figure 2-S: “Definite Interest” in Each of Six Activities Related to Community Gardens
(Total sample [n=400, weighted] for each question)



Detailed findings and additional results can be found in *Graphic Summary Section Five (“Interest in Activities Related to Community Gardens”)*.

Introduction to Online Results

- **Research background and objectives:** In early 2011, 400 City of Alameda adult residents were interviewed by telephone about their views on local recreation and park issues. (The results from this survey were presented in March 2011.) On June 6, 2011, the city posted a follow-up Internet survey, using the 74 questions from the telephone survey, on its website and invited community residents to complete it. The last response from the online survey was received June 25. Results from the 25 online respondents are compared with outcomes from the telephone survey in this short report.

The primary survey objectives were to explore perceptions about Alameda's recreation and park system, investigate the desirability of a number of proposed improvements or additions to this system, and measure the willingness of residents to support these changes.

While the telephone survey sample was representative of the community – respondents were randomly selected and the results weighted so that gender-by-age proportions in the sample would match those in the target population – the small online sample is not. Online respondents – much more likely than those in the telephone sample to be frequent park users – selected themselves for participation rather than being randomly chosen, and a high proportion of Alameda residents were probably not even aware that a survey had been posted. (A larger online sample size would not diminish this bias.)

- **Presentation of results:** Regarding the charts displayed in this volume:
 - Responses to unaided questions were categorized and coded, with the coded results included in quantitative summaries.
 - All percentages are shown rounded to integer digits to enhance ease of review and interpretation. Because of this rounding, totals may not always sum to 100%, but the displayed values are nevertheless correct. Chart labels shown in uppercase identify a list of response options to a single question (or a list of background category measurements), while those in lowercase identify a list of separate survey questions, the results of which are to be compared.

DRAFT

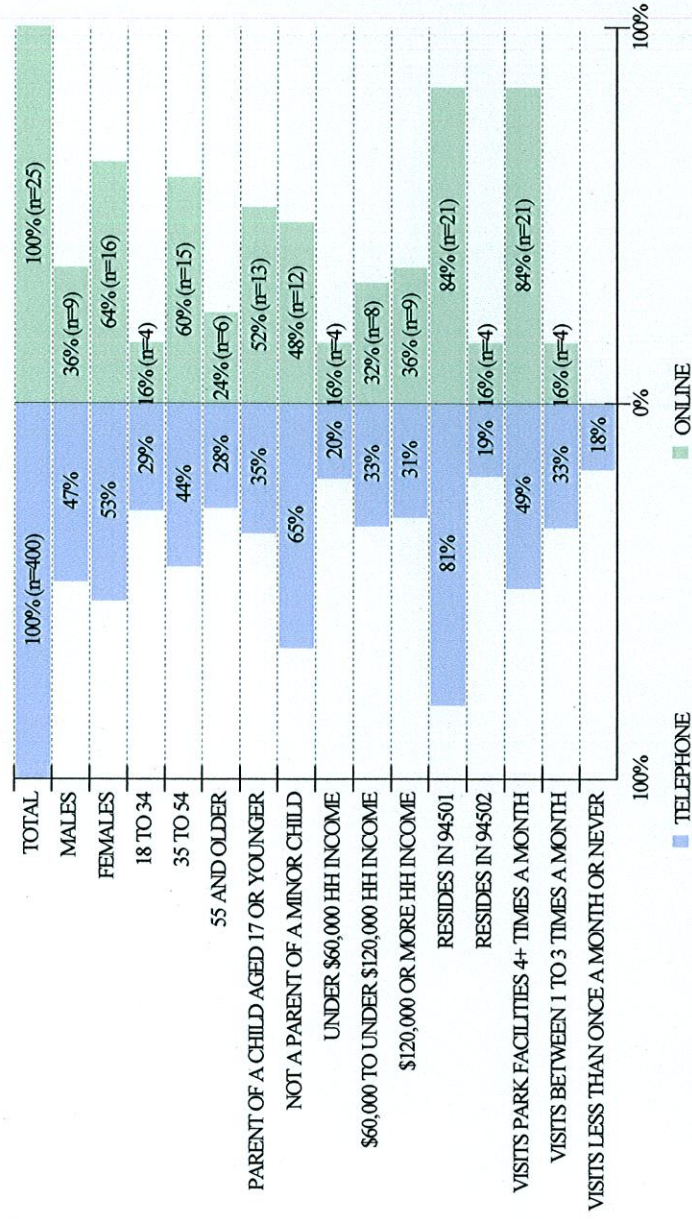
Figure 1

Comparison of Compositions of Online and Telephone Samples

Percent of Sample by Background Category

Base for chart: Telephone sample (n=400, weighted) and online sample (n=25); online sub-sample counts are also listed

Percent of Total Sample (with Counts Listed for the Online Sample)



Four online respondents did not provide information about household income.

Notes

In early 2011, 400 City of Alameda adult residents were interviewed by telephone about their views on local recreation and park issues. (The results from this survey were presented in March 2011.) In June, the city posted a follow-up Internet survey, using questions from the telephone survey, on its website and invited community residents to complete it. The results from the 25 online respondents who did so are compared with outcomes from the telephone survey in this short report.

Unlike the telephone survey sample, the small online sample is not representative – respondents selected themselves rather than being randomly chosen – and inferential statistical tests are not applicable to data generated by it. (A larger online sample size would not have diminished the bias.)

This chart compares the online sample's demographic background composition with the telephone survey sample's.* (For example, 36% of online respondents were male and 64%, female, compared with the telephone sample's 47% and 53%.) As the chart shows, online respondents were more likely than those in the telephone sample to be female, a parent or guardian of at least one child, and frequent park users.

* For analysis of the telephone survey, weights were applied to ensure that sample gender-by-age proportions would match those in the target population's. Online survey results were not weighted.

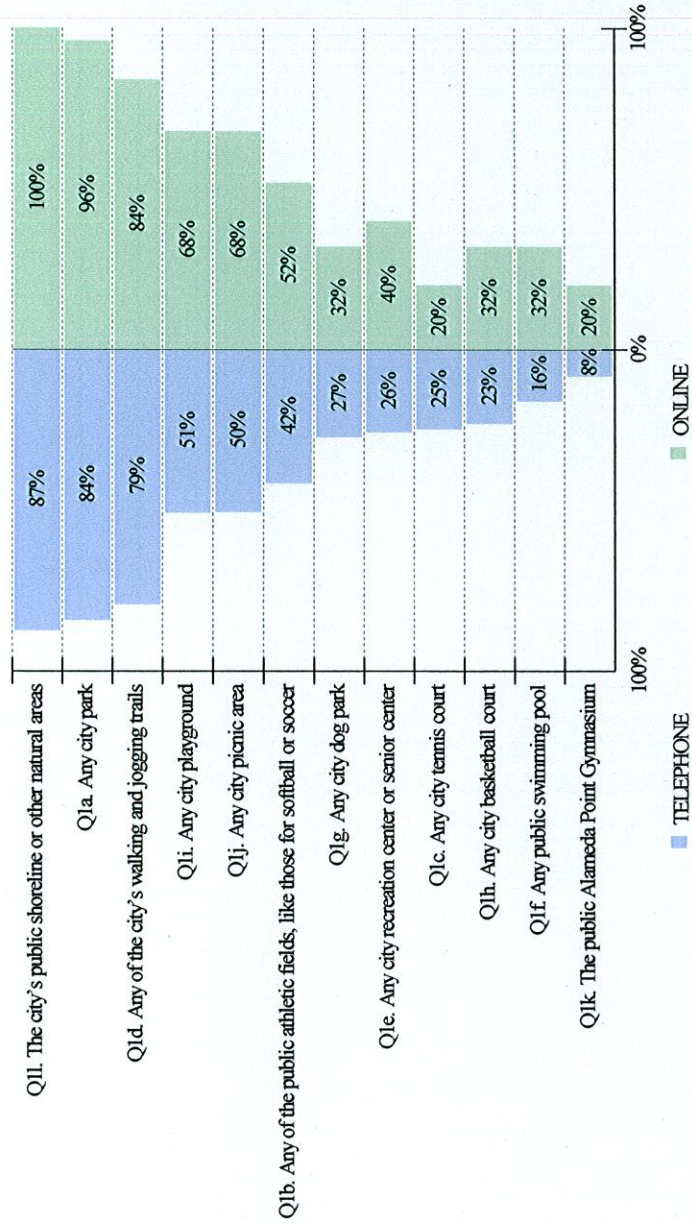
Figure 2

Recent Use of Alameda Recreation and Park Facilities

Q1a-1. "Within the last six months, do you recall ever having personally visited < insert location > ?"

Base for chart: Telephone sample (n=400; weighted) and online sample (n=25) for each question

Percent Reporting "Yes" for Recent Visits



Measurements are rank-ordered using telephone survey results.

Notes

Online respondents produced a "having-visited" rank-ordering similar to the telephone sample's. Percentages for the online group, however, were all higher, reflecting – as shown in the next chart – that those responding to the online survey were mostly park system enthusiasts.

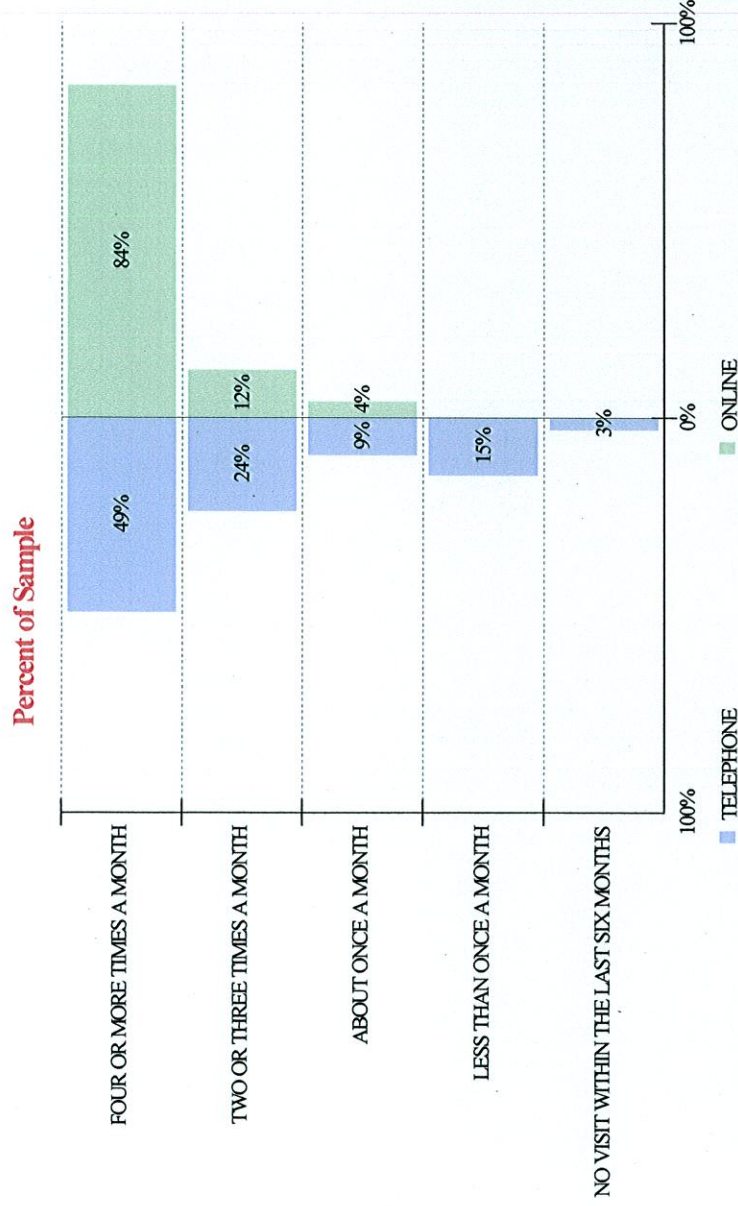


Figure 3

Frequency of Visiting Alameda Recreation and Park Facilities

Q2. "Within the last six months, about how often have you visited any of the city's recreational facilities or parks?"

Base for chart: Telephone sample (n=400, weighted) and online sample (n=25)



Percentages sum to 100% within each sample group.

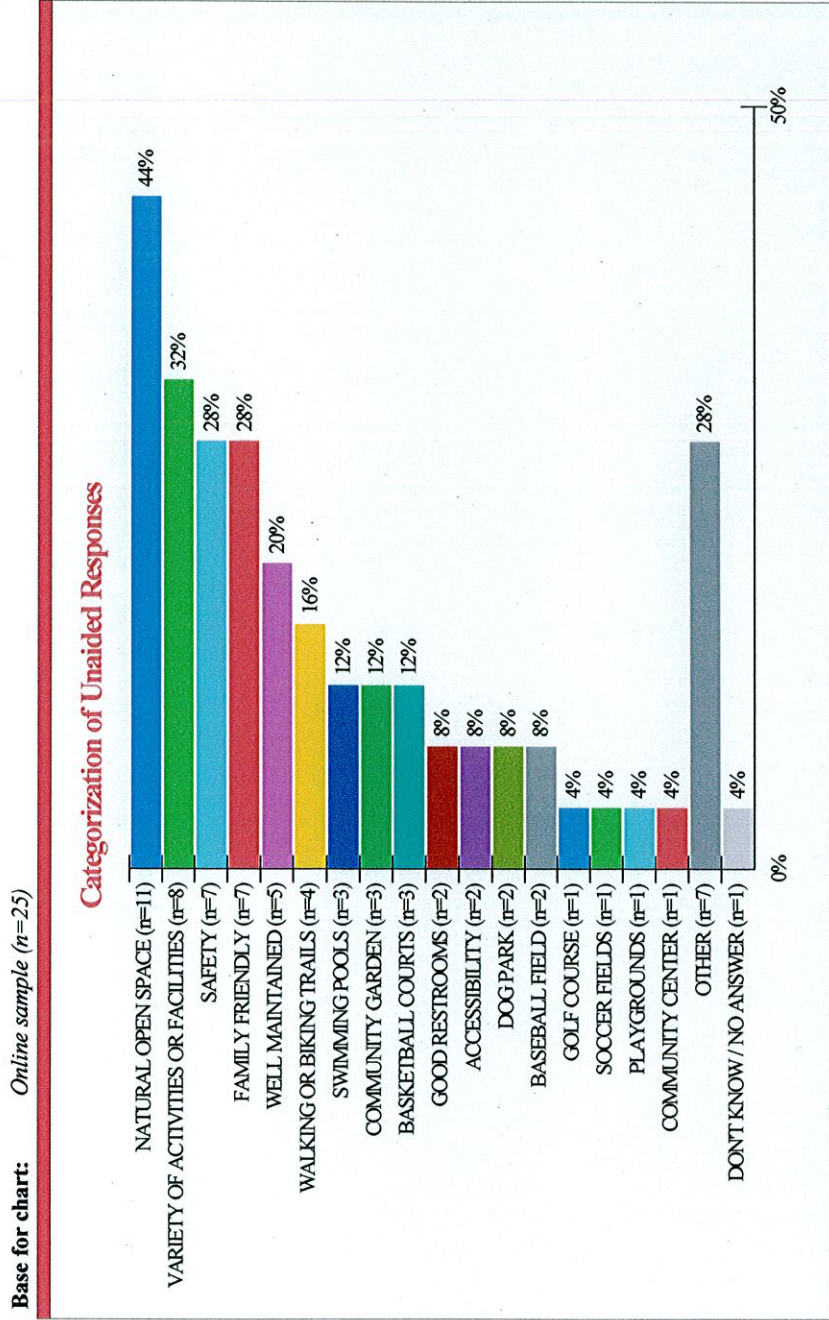
Notes

Online respondents were much more likely than those in the telephone sample to report high park system use. (Among online respondents, 84% had visited Alameda park facilities "four or more times a month" within the last six months, versus 49% among the telephone sample.) This result – which implies that most online respondents were park system enthusiasts – clearly shows the bias inherent in the online data.

Figure 4

Perceptions About What a Good Park System Should Have

Q3. "Please think for a second about how you would describe a really exceptional community park system. For you personally, what should a community park system have to make it really good? And this could be anything – facilities, layout, benefits to the community or anything else?"



Percentages sum to more than 100% because some respondents gave more than one answer. Verbatim responses to Q3 are listed in this volume's appendix.

Notes

Asked to describe, unaided, the elements making up a good park system, online respondents were most likely to identify the availability of natural open space, the good variety of activities or facilities available to users, safety, family-friendliness, and good maintenance.

The telephone sample produced a not-too-dissimilar rank-ordering, with cleanliness, maintenance, natural open space and safety as the most frequently cited answers. (Cleanliness was not identified as a factor by online respondents.)

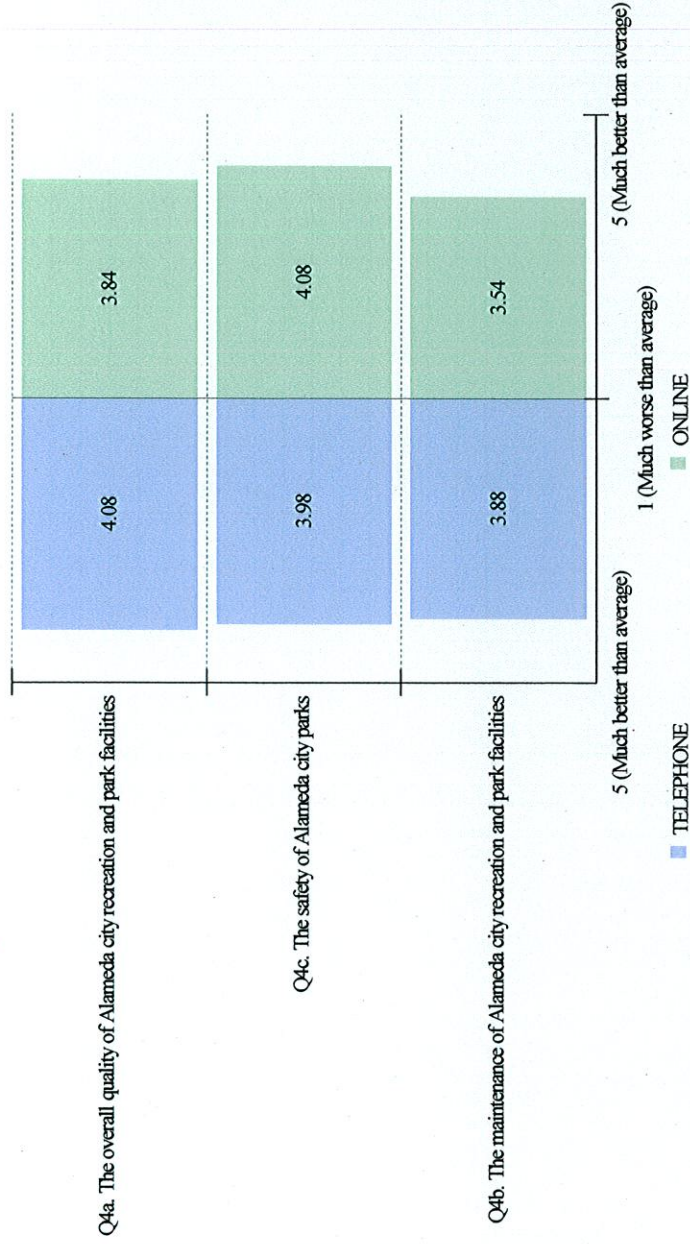
Figure 5

Overall Perceptions About Alameda Recreation and Park Facilities

Q4a-c. "Compared with what you'd expect from a city like Alameda, how would you rate each of the following?"

Base for chart: Telephone sample (n=400; weighted) and online sample (n=25) for each question, excluding "don't know's"

Averages on a Five-Point Scale (with "5" as "Much Better than Average")



Measurements are rank-ordered using telephone survey results.

Notes

Respondents were asked to rate (using a five-point scale) Alameda's park system versus what they would expect from a city the size of Alameda. As shown, rating averages for online respondents were not dissimilar to those from the telephone sample for overall quality and safety.* The online average for maintenance, however, was well below the telephone sample's.

* For overall quality, 72% of online respondents said their park system was "much better" or "a little better" than expected, versus 74% of telephone respondents. For safety, 76% and 67%, respectively, said the same, and for maintenance, 52% and 63%.

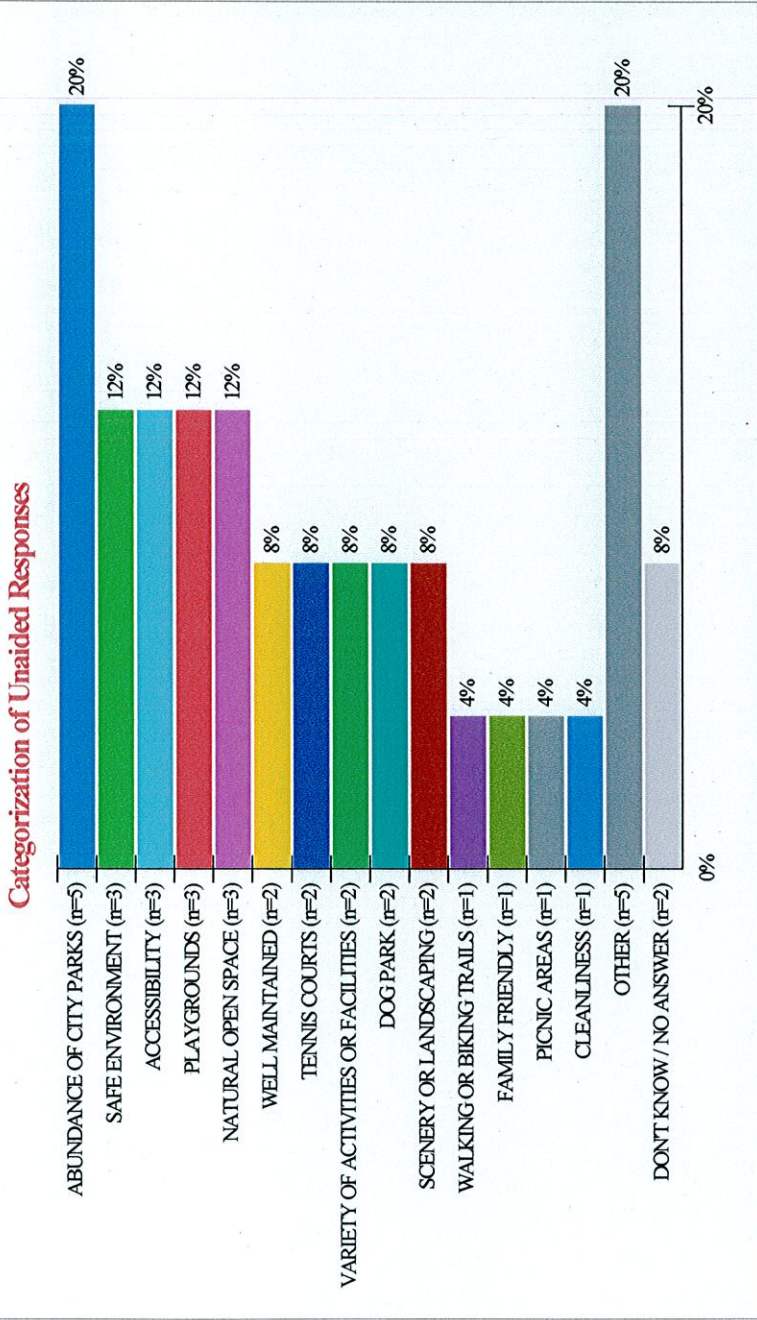
DRAFT

Figure 6

The Most Liked Characteristic of Alameda's Recreation and Park System

Q5. "In your own words, can you describe the one characteristic you tend to like most about Alameda's recreation and park system?"

Base for chart: Online sample (n=25)



Percentages sum to more than 100% because some respondents gave more than one answer. Verbatim responses to Q5 are listed in this volume's appendix.

Notes

Asked to identify, unaided, the most desirable characteristic of the Alameda park system, online respondents were most likely to note the abundance of city parks, their safety, their accessibility, the availability of playgrounds, and the availability of natural open space.

By comparison, telephone survey respondents were most likely to cite accessibility, abundance of parks, maintenance, variety of facilities, availability of natural open space, and cleanliness.

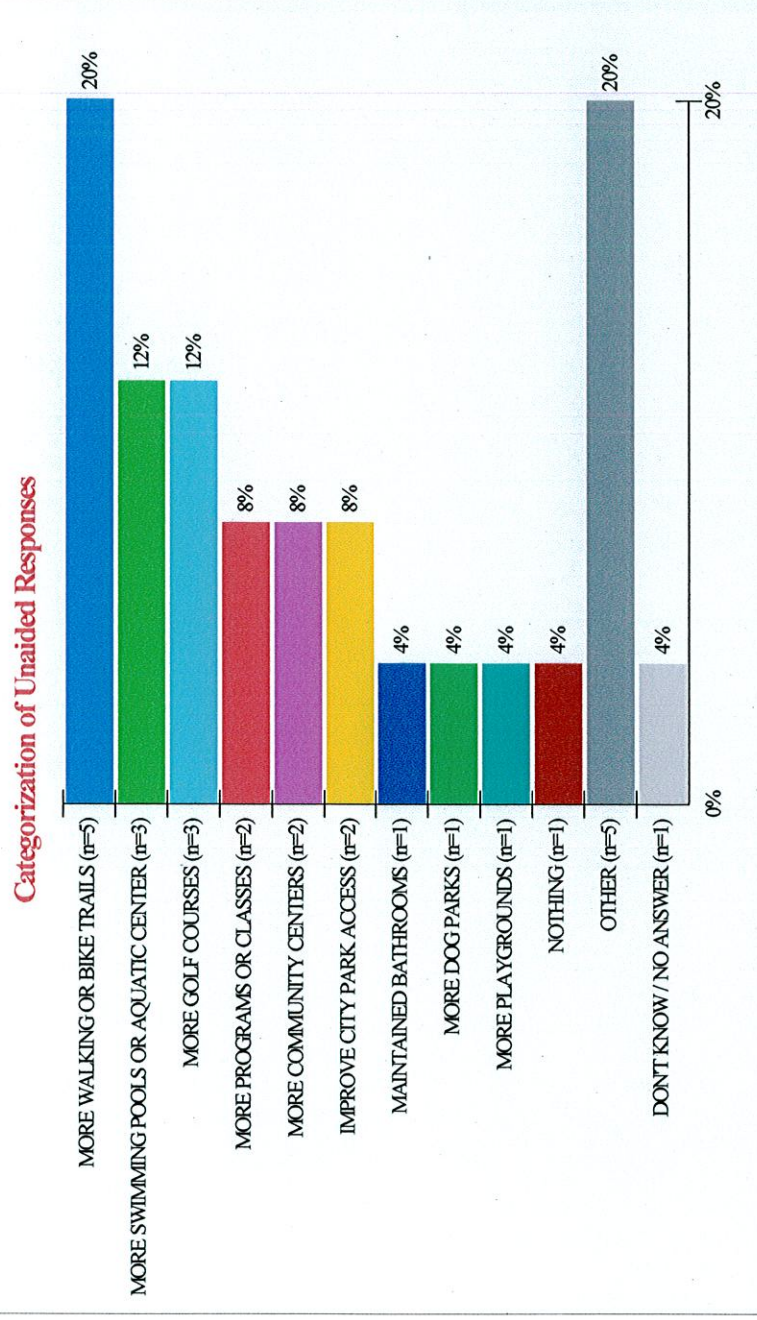


Figure 7

The Most Desirable Improvement or Addition

Q6. "What one physical improvement or addition to the Alameda recreation and park system would you most like to see happen? And this could be any type of land or building improvement."

Base for chart: Online sample (n=25)



Percentages sum to more than 100% because some respondents gave more than one answer. Verbatim responses to Q6 are listed in this volume's appendix.

Notes

Respondents were asked to name, unaided, the most desirable improvement or addition to the park system. As shown, online respondents were most likely to cite the need for more walking or bike trails, swimming pools or aquatic centers, and golf courses.

Telephone survey respondents placed maintaining landscaping, walking or bike trails, bathroom maintenance, and swimming pools or aquatic centers at the top of their collective wish-list.

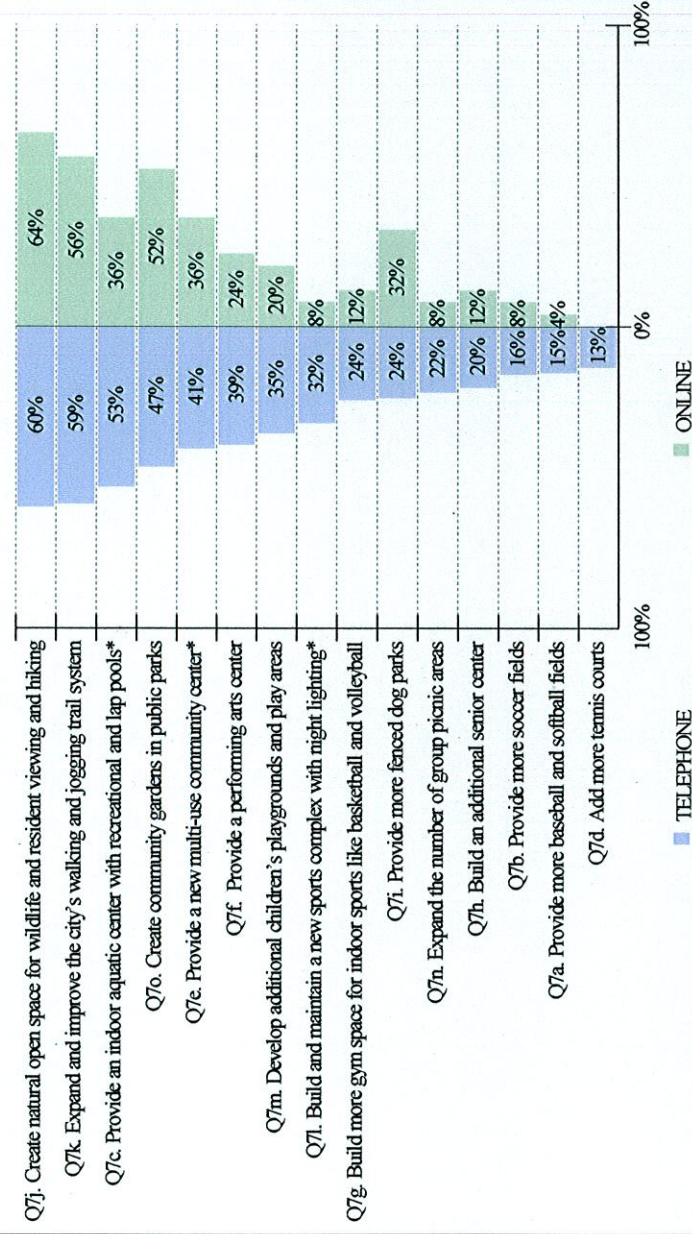
Figure 8

Interest in Specific Recreation and Park Improvements

Q7a-o. "The Alameda Recreation and Park Department is exploring opinions about some proposed recreation and park system options. Please rate your interest in each of the following."

Base for chart: Telephone sample (n=400; weighted) and online sample (n=25) for each question

Percent Reporting "Very Interested"



Measurements are rank-ordered using telephone survey results. An asterisk indicates a statement abridged from the questionnaire's wording.

Notes

Respondents were asked to rate (using a three-point scale with the highest scale point being "very interested") their degree of interest in each of the park system improvements listed.

In both the telephone and online surveys, creating natural open space and improving the city's walking and jogging trail system produced the highest "very interested" percentages. "Very interested" percentages for online respondents, however, were noticeably lower than those from the telephone sample for a number of other suggested improvements, including those related to aquatics, a performing arts center, and a sports complex.



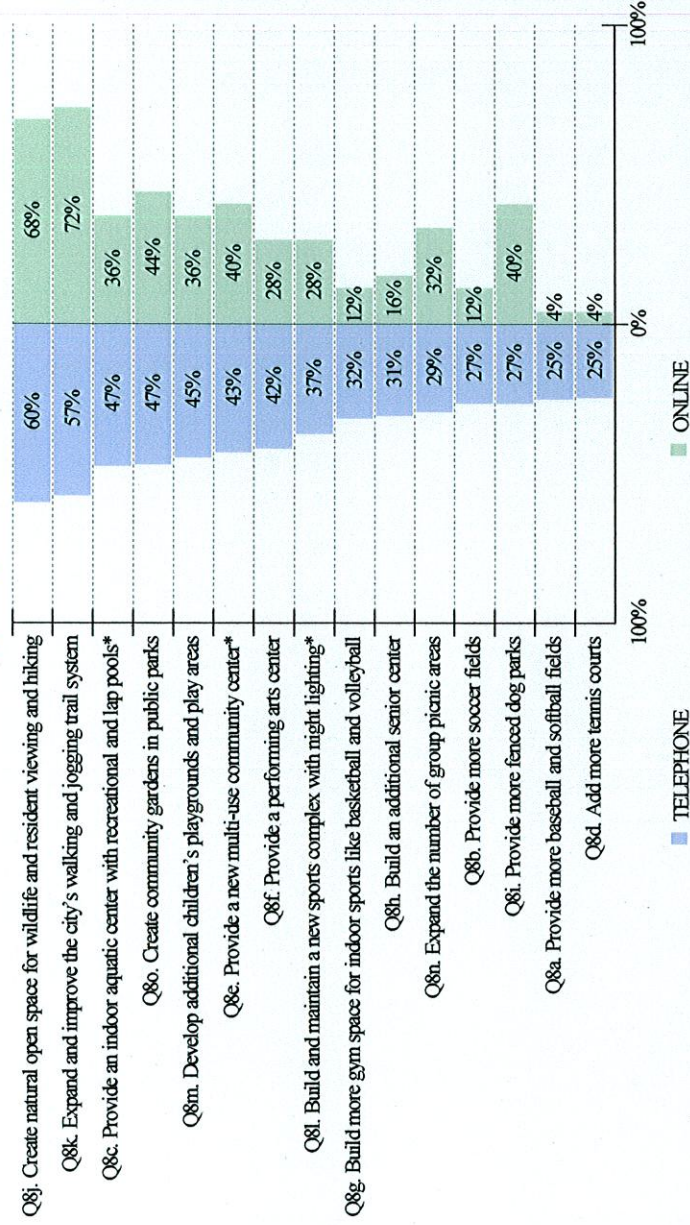
Figure 9

Enthusiasm for Additional Public Funding to Support Improvements

Q8a-o. "The improvements just listed may require additional public funding to implement. Please indicate if you tend to favor, be neutral to, or oppose additional public funding for each of the following."

Base for chart: Telephone sample (n=400; weighted) and online sample (n=25) for each question

Percent Reporting "Favor"



Measurements are rank-ordered using telephone survey results. An asterisk indicates a statement abridged from the questionnaire's wording.

Notes

For each of the options listed above, respondents were asked if they would "favor," "be neutral to," or "oppose" additional funding to support it. As shown, online respondents were slightly more willing than their telephone survey counterparts to say they would "favor" additional public funding to create natural open space and to expand the city's walking and jogging trail system. They were less likely than those in the telephone survey to support more funding for team-sport-related facilities: gym space, soccer fields, baseball fields, or tennis courts.

DRAFT

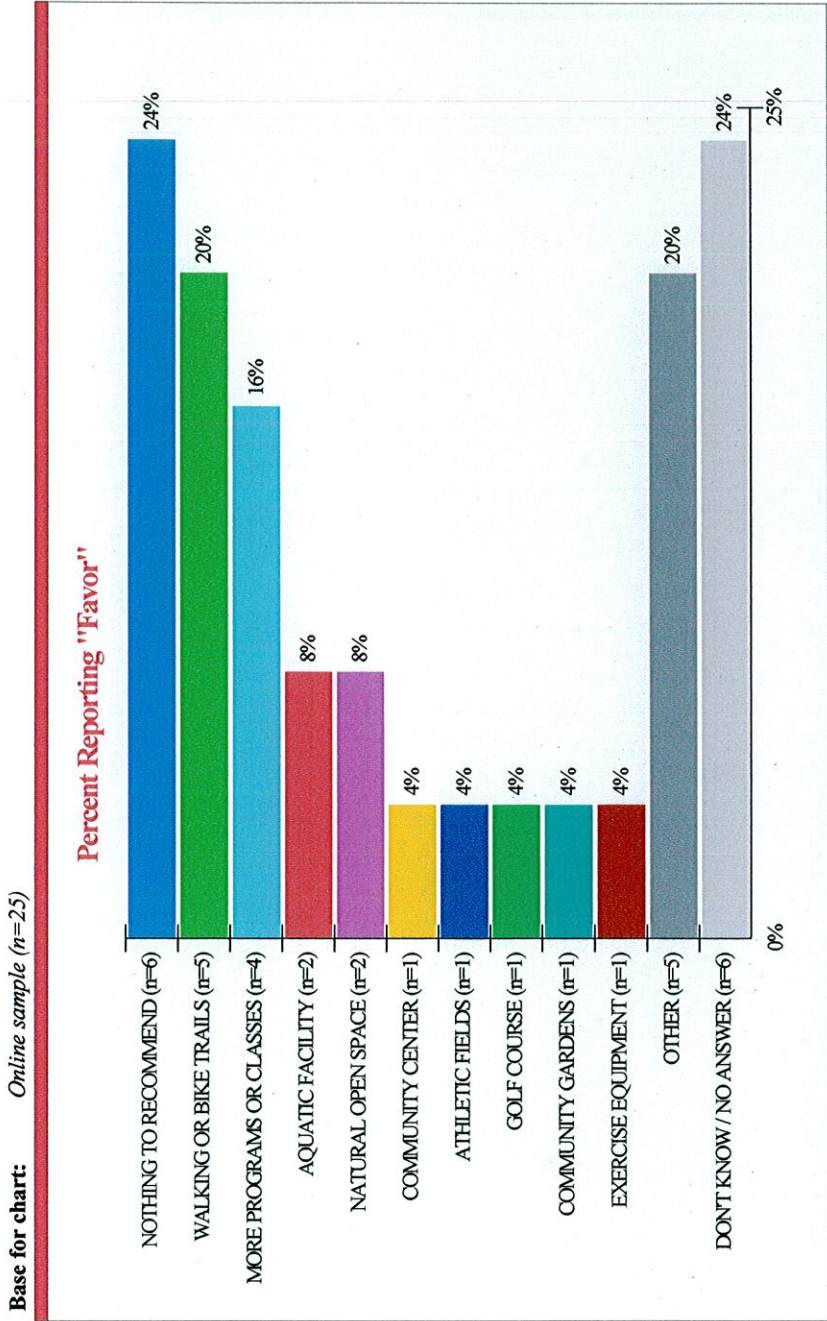


Strategic Research
ASSOCIATES

Figure 10

Other Recreational Amenities the City Should Consider Offering

Q9. "What other recreational amenities, if any, would you like the city to offer that it doesn't offer now?"



Percentages sum to more than 100% because some respondents gave more than one answer. Verbatim responses to Q9 are listed in this volume's appendix.

Notes

The set of (unaided) responses to this question produced in the online survey was similar to the one generated from the telephone survey.

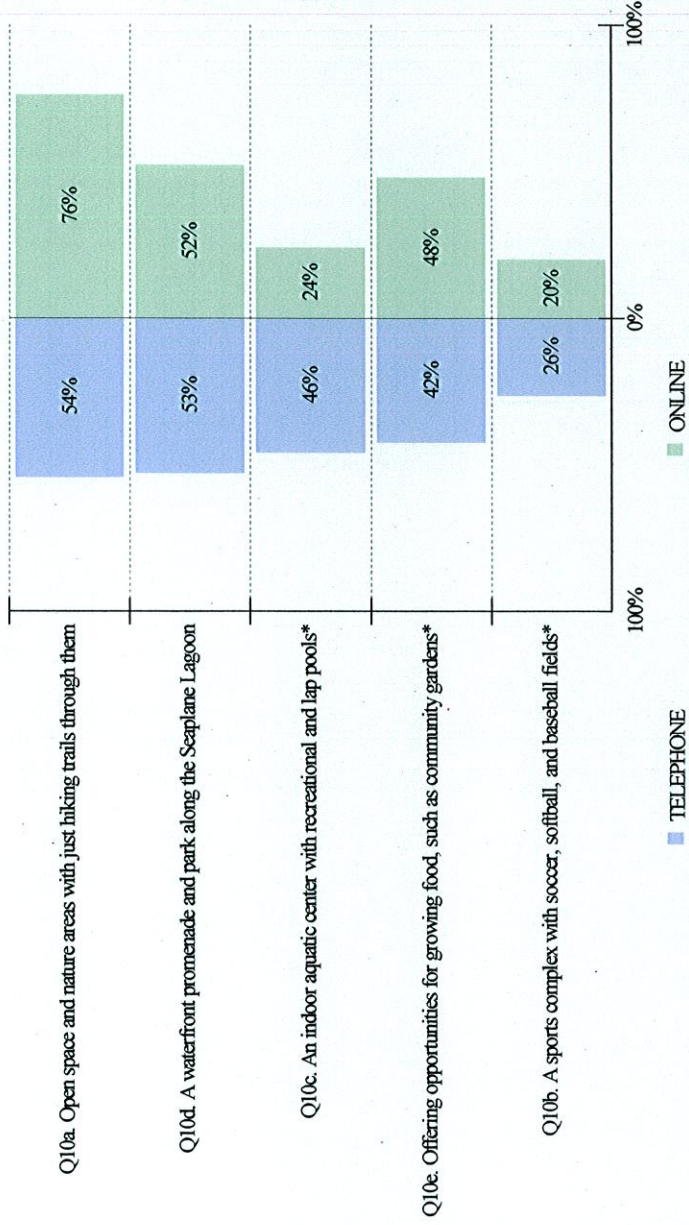
Figure 11

Recommendations About Alameda Point

Q10a-e. "Now, a few questions about Alameda Point. Alameda Point, originally a naval base, is available to the city for future development and the city seeks your recommendations. In addition to neighborhood parks to serve Alameda Point residents, what types of community-wide recreation or park facilities would you like to see? Please rate the priority level for each item."

Base for chart: Telephone sample (n=400; weighted) and online sample (n=25) for each question

Percent Recommending "High Priority"



Measurements are rank-ordered using telephone survey results. An asterisk indicates a statement abridged from the questionnaire's wording.

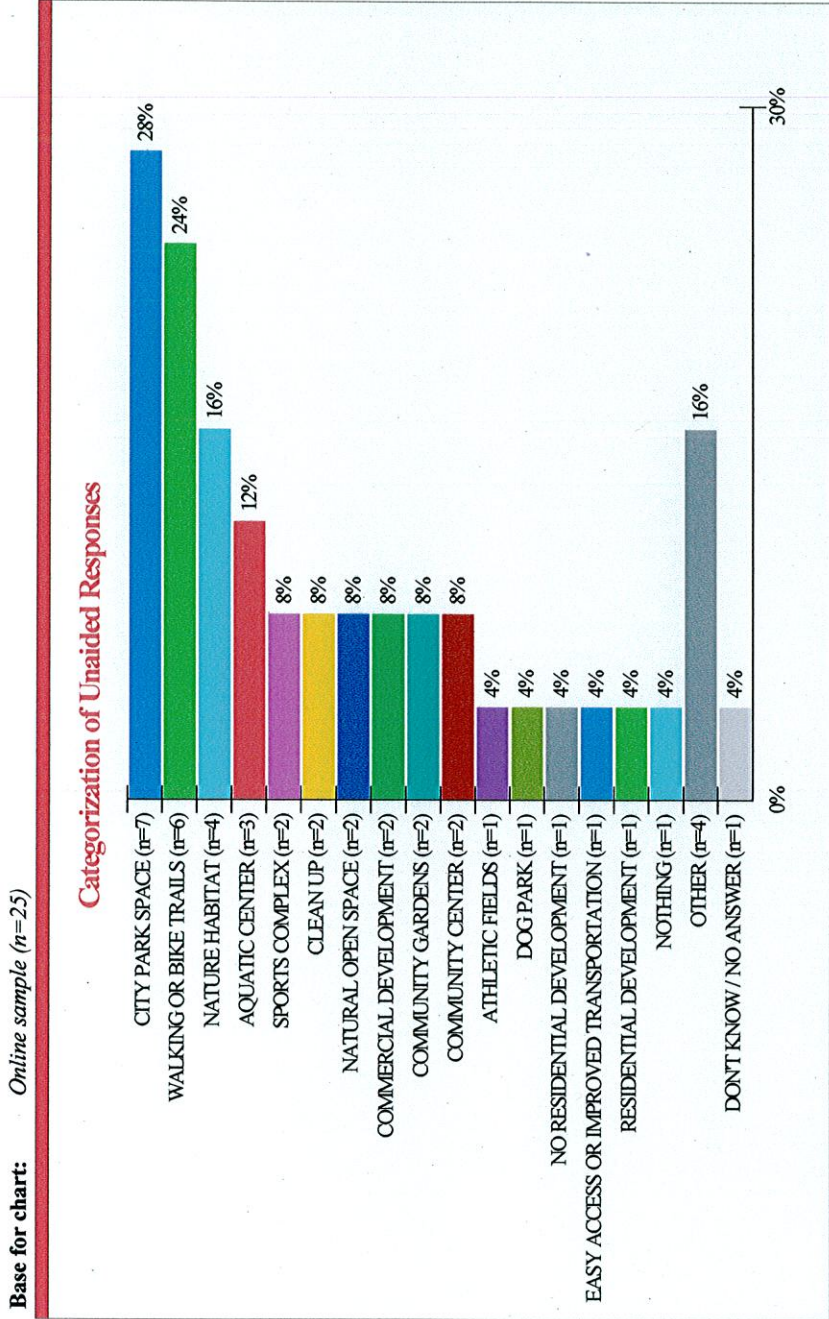
Notes

Respondents were asked to assign a priority rating ("high," "medium," or "low") to each of the five listed Alameda Point strategies. As shown, online respondents were more enthusiastic than those in the telephone sample about the suggestion of developing open space and nature areas, but they were less likely than telephone respondents to recommend "high" priority be given to an indoor aquatic center.

Figure 12

The Best Solution for Alameda Point

Q11. "In your own words, what, if anything, would you most recommend the city's recreation and park department do with Alameda Point?"



Percentages sum to more than 100% because some respondents gave more than one answer. Verbatim responses to Q11 are listed in this volume's appendix.

Notes

Respondents were asked to recommend, unaided, a single best park-related strategy for Alameda point. Online respondents were most likely to suggest city park space, walking or bike trails, and nature habitat.

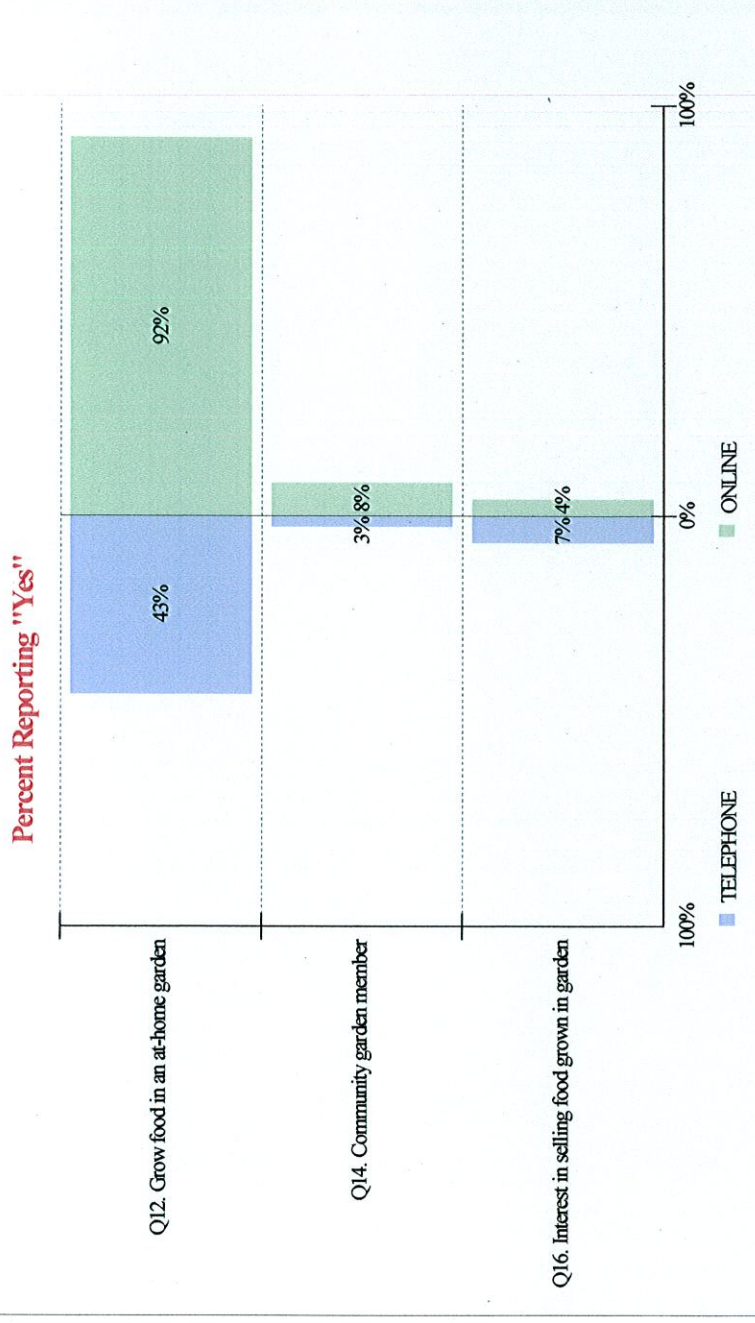
The telephone sample's most-cited responses were city park space, commercial development, walking or bike trails, natural open space, residential development, and nature habitat.

Figure 13

Current Activities Related to Community Gardening

- Q12. "Do you currently grow any type of food in an at-home garden?"
- Q14. "Are you currently a member of any type of community garden?"
- Q16. "Are you interested in selling the food you grow yourself at home, in a community garden, or urban farm?"

Base for chart: Telephone sample (n=400; weighted) and online sample (n=25) for each question



Notes*

Online respondents were more than twice as likely as telephone respondents to say they currently grow food in an at-home garden. They were also slightly more likely to claim membership in a community garden.

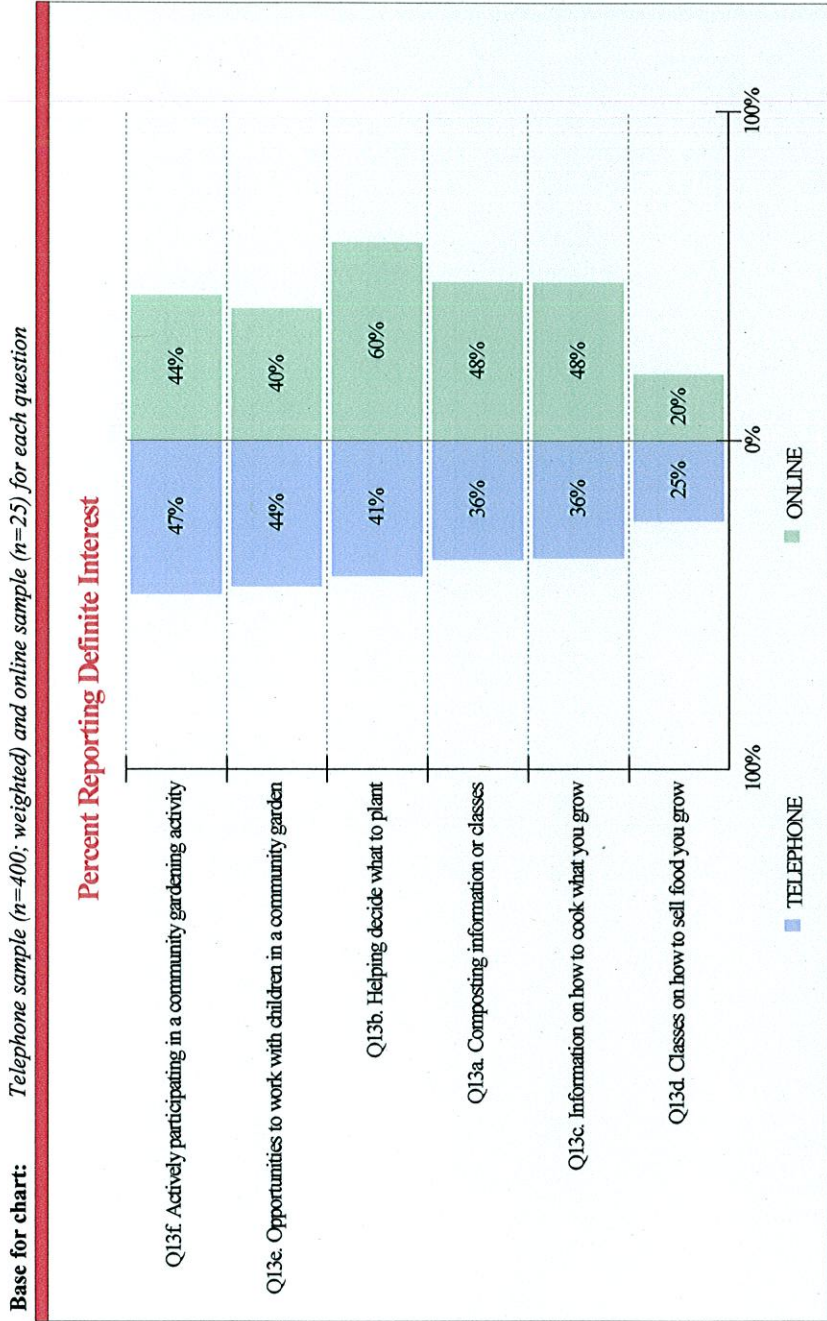
* The percentages shown for interest in selling food (Q16) are total sample outcomes, rather than outcomes calculated just from the sub-groups to which the question was directed.

DRAFT

Figure 14

Interest in Activities Associated with Community Gardening

Q13a-f. "Would you definitely be interested in any of these community-garden-related activities?"



Notes

Online respondents were more likely than their telephone survey counterparts to show interest in community garden management, composting information or classes, and information on how to cook what you grow.